

### **Claim Amendments**

Please amend claims 75-79 as shown below.

### **Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

1-71 (Cancelled)

72. (Previously presented) A database searching apparatus comprising:  
a search engine operative to provide search results including search listings  
according to rank; and  
a database searchable by the search engine and including a plurality of search  
listings, at least some search listings being associated with advertisers,  
the search listing associated with an advertiser including  
a search term specified by the advertiser, and  
a desired rank specified by the advertiser for a search listing and a  
maximum cost per click (maximum CPC) and a cost per click (CPC)  
associated with the desired rank for the search term and the  
advertiser,  
account management server means in data communication with the database for  
automatically adjusting the CPC for a search listing in response to  
advertiser inputs;  
wherein, when the advertiser enters a new search listing or changes the  
maximum CPC of a search listing, the account management server means  
is operative to:  
adjust the CPC of the advertiser's search listing to maintain the desired  
rank,  
move the search listing to the highest rank possible without exceeding the  
maximum CPC of the advertiser's search listing,

maintain the CPC of the advertiser's search listing less than or equal to  
the maximum CPC of the advertiser's search listing,  
set the CPC of the advertiser's search listing no higher than necessary,  
and  
avoid setting the CPC of the advertiser's search listing so that desired  
ranks and CPCs of other advertisers are not maintained.

73. (Previously presented) The database searching apparatus of claim 72  
wherein the database further stores a timestamp associated with each desired rank, the  
timestamp indicating a time the search listing was entered or changed.

74. (Previously Presented) The database searching apparatus of claim 73  
wherein the search engine is configured to:  
receive a search request;  
locate one or more search listings having a matching relationship with the search  
request; and  
order search results from the one or more search listings using the CPC  
associated with the one or more search listings.

75. (Previously presented) The database searching apparatus of claim 72  
further comprising:  
an account manager accessible by the advertiser to vary at least one of the  
maximum CPC ~~cost per click~~ and the desired rank for a respective bid and  
desired rank.

76. (Currently amended) The database searching apparatus of claim 75  
wherein the account manager is further accessible by the advertiser to vary the  
maximum CPC ~~cost per click~~ for two or more possible ranks specified by the advertiser.

77. (Currently amended) The database searching apparatus of claim 72 further comprising:

one or more software agents configured to:  
    receive advertiser bid information; and  
    act on the advertiser bid information to adjust the CPC ~~cost per click~~ for a specified search listing.

78. (Currently amended) The database searching apparatus of claim 77 wherein the one or more software agents is configured to:

    increase the current CPC ~~cost per click~~ of the specified search listing if the rank of the specified search listing can be improved without exceeding the maximum CPC ~~cost per click~~; and  
    decrease the current CPC ~~cost per click~~ of the specified search listing without moving the specified search listing to a rank worse than the desired rank.

79. (Currently amended) The database searching apparatus of claim 78 wherein the one or more software agents are configured to decrease the current CPC ~~cost per click~~ of the specified search listing only if no other search listing will have its respective current CPC ~~cost per click~~ increased to decrease the rank of the specified search listing.

80-86 (Cancelled)